Press Release

Fever FM of HT Media and My FM of Dainik Bhaskar group come together to form a combined sales alliance

New Delhi – August 17, 2016

Radio stations of two leading media groups – HT Media and the Dainik Bhaskar group, have decided to partner together to form a platform that will facilitate advertisers reach to the largest radio audience across the country.

This partnership will provide a platform of 45 radio stations (15 stations of Fever FM & Radio Nasha from HT Media and 30 stations of My FM from the DB group) in mutually exclusive cities. This partnership is being built on the success of past sales alliances between the groups and similar focus in terms of programming integrations, creative solutions and non-music properties. The success of HT Media's print alliance – OneIndia; with other leading print publications, also provides the right encouragement and validation for such an alliance in the radio business as well.

Talking about this alliance, Mr. Harshad Jain, CEO, Radio and Entertainment, HT Media Ltd. said*, "The idea behind this alliance is to provide an unduplicated reach, along with a single-window service to national and regional radio advertisers, who seek innovation and creativity to stand out from the clutter. We invite them to experience and profit from the significant benefits of the combined strengths of the two of the most innovative and effective radio networks."*

On this partnership, Mr. Harrish Bhatia, CEO, MY FM said, "*This alliance has been formed to facilitate reach to the largest radio audience and it was born out of this ideology being shared by both the groups to combine our synergies and provide even better sales and creative solutions to our advertisers."*

This partnership will provide a single-window solution for metros and non-metro markets, along with providing the best service in the business and better value for money for advertisers.

The combined sales alliance of the two leading Radio networks will cover the Key markets of Delhi, Mumbai, Bangalore, Chennai, Kolkata, Hyderabad, Uttar Pradesh, Maharashtra, Gujarat, Punjab, Rajasthan, MP, Chhattisgarh and Haryana.

About HT Media Group:

HT Media Limited is one of India's foremost media companies, and home to three leading newspapers in the country in the English, Hindi and Business news segments – 'Hindustan Times' (English daily), 'Hindustan' (Hindi daily, through a subsidiary) and 'Mint' (business daily). 'Hindustan Times' was started in 1924 and has a more than 90 years of history as one of India's leading newspapers. The Company also currently runs eight FM radio stations under the brand 'Fever' & 'Radio Nasha' (two in Delhi, two in Mumbai, Bengaluru, Kolkata, Hyderabad and Chennai) It is in the process of going live soon with 7 more FM radio Stations covering the entire Uttar Pradesh. The Company also has a strong play in the Internet space through its subsidiary Firefly e-Ventures Limited and has launched successful portals www.Shine.com, www.HTCampus.com and www.Desimartini.com. These are in addition to the existing news websites livemint.com, livehindustan.com and hindustantimes.com. For more information about HT Media Limited, visit the Company's website at www.htmedia.in.

About DB Corp Ltd

DB Corp Ltd. is India's largest print media company that publishes 7 newspapers with Dainik Bhaskar 40 editions, Divya Bhaskar 7 editions, & Divya Marathi 7 editions with 206 sub-editions in 4 multiple languages (Hindi, Gujarati, English and Marathi) across 14 states in India. Our flagship newspapers Dainik Bhaskar (in Hindi) established in 1958, Divya Bhaskar and Saurashtra Samachar (in Gujarati) have a combined average daily readership of 19.8 million, making us one of the most widely read newspaper groups in India with presence in Madhya Pradesh, Chhattisgarh, Rajasthan, Haryana, Punjab, Chandigarh, Himachal Pradesh, Uttrakhand, Delhi, Gujarat, Maharashtra, Jharkhand and Jammu. Our other noteworthy newspaper brands are Dainik Divya Marathi, DB Star, DB Post and, DNA (in Gujarat & Rajasthan) on a franchisee basis. DBCL is the only media conglomerate that enjoys a leadership position in multiple states, in multiple languages and is a dominant player in its all major markets. The company's other business interests also span the radio segment through the brand "MY FM" Radio station with presence in 7 states and 30 cities. Its growing digital business is led by 11 portals for rapidly expanding digital audiences (including dainikbhaskar.com, divyabhaskar.com, dailybhaskar.com, divyamarathi.com, bollywoodbhaskar.com, moneybhaskar.com, dbcric.com, jeevanmantra.in, fashin101.in, gadgets.bhaskar.com, food.bhaskar.com; and 2 actively downloaded applications Dainik and Divya Bhaskar mobile app. **For further information please visit www.bhaskarnet.com**